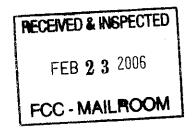
February 17, 2006

Federal Communications Commission Attention: Amelia Brown, Disabilities Rights Office 445 12th Street, SW Washington, DC 20554 Case number- CGB-CC-0074



Re: Request for Full Exemption from Closed Captioning Requirements

Dear Ms. Brown,

Global Marketing Media, Inc. is responding to your request for further information regarding the Petition requesting exemptions from closed captioning requirements under the Commission's Rules, 47 C.F.R. § 79.1 based on the undue burden standard and regulations as it pertains to our "Automotive Retail" productions only.

INTRODUCTION AND OVERVIEW

Global Media Marketing, Inc. is a small production facility, which was started in late 2003. Our primary goal is to provide our automotive clients with a cost effective timely infomercial for the used car market.

THE NATURE AND COSTS OF THE CLOSED CAPTIONING FOR THE PROGRAMMING

We have included the pricing structure for the vendor we use for closed captioning of our other productions. We have found them to be competitively priced.

Below is the breakdown of costs per production:

Pop-Ups-\$195.00 Encoding-\$120.00 Dubs-\$42.25 Shipping-\$60.00 Rush Fees-\$315.00 Transcribing-\$250.00

Total cost -\$982.25

Currently our production costs are \$900.00 per show. As you can see this increases the cost of the production by 109%. This will increase the cost to the Dealer by double which will result in our company losing business. This would of course add financial burden to our company. Along these lines we have been made aware that a competitor that provides the same services has been given exemption status and is therefore able to keep costs down (JCR, Foothill Ranch, California). Attached is the break down of costs for Transcription and Caption Services for your perusal. Also included is the Profit and Loss Statement for 2004. As detailed the Net Loss was

<\$485.09> for 2004. While the company continuously seeks additional sources of revenue from gaining new clients, the process is slow and not guaranteed.

OTHER IMPACT ON THE PROGRAM OWNER

In addition to the direct financial burden that the closed captioning requirement would impose on the Company, it also impacts production in several ways that are detrimental to the Company and our Automotive Clients.

1. Program Scheduling. As mentioned previously, we produce several local paid programming/Infomercials (28:30 in length) for the "Automotive Retail" industry. These are updated on a <u>weekly basis</u> and the production time currently is about 3 days from shoot to station. In addition to the financial burden the time restraints are of particular importance because closed captioning these productions would result in the timeline outlined below.

Currently we are able to turn around a show in 3 days:

1 day to shot

1 day to edit

1 day to ship

3 day turn around

The following is the time line for closed captioning:

1 day transcribing

1 day shipping to Closed Captioning Company

3-5 days for a rush order (which they will all need because of the nature of the automotive business

1 day dubbing

1 day to ship back

8-10 day turn around time with closed captioning

This is problematic because the stations require the tape 3 days before the airdate. The above schedule eliminates the ability to comply with the stations. Additionally are concerns regarding Vehicle Code Restrictions described below.

2. Vehicle Code Restrictions. The timeline is important in the automotive industry specifically because of the Vehicle Codes, which dictate advertising practices within this industry. Concerns have surfaced about being in compliance with the Vehicle Code particularly since the automotive shows that we produce are for used cars. The delay due to closed captioning would leave the Car Dealer advertising a car that had sold a week prior, which is clearly outside the 72-hour guideline. This would be problematic, and potentially result in legal problems. (Refer to Vehicle Codes 11713.c and 11713.b (1)(A)).

3. Format. It has been brought to our attention that in fact by closed captioning these productions the ad would be less effective for the hearing impaired as all pertinent information is shown in the infomercial by way of graphics and camera angles. The commentary adds no value to the content other than to highlight what has already been "shown".

As shown by this Petition, the Commission should grant exemption for our "Automotive Retail" industry productions because in this case requiring closed captioning would create undue burden. The costs of captioning would be excessively high, and would substantially increase the Company's operating loss. As importantly as mentioned above there are other considerations to take into account. If more information is needed, please contact the undersigned at the address listed below.

Respectfully submitted,

GLOBAL MEDIA MARKETING, INC

Christian Holiday

President

1032 W. Taft Ave. Orange, CA 92865

714-974-5074

Christian@glblmedia.com

AFFIDAVIT

STATE OF CALIFORNIA	§
COUNTY OF ORANGE	§

Before me, the undersigned authority, on this the 17th day of 2006, personally appeared Christian Holiday in his capacity as President of global Media Marketing, Inc. the Petitioner in the forgoing petition for Closed Captioning Exemption, and being by me duly sworn on oath deposes and avers that all statements made in the petition are true and accurate in substance and fact.

Christian Holiday

SWORN TO and SUBSCRIBED BEFORE ME, by the said Christian Holiday this the $\sqrt{11^{44}}$ day of February 2006, to certify and witness my hand and seal office.



Notary Public, State of California

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California)
ϵ	> ss.
County of Civing	J
Tall 0th in	· Day Francisco
On before r	ne, Name and Title of Officer (e.g., "Jane Doe, Nolary Public")
personally appeared	me, Perky torney, "Notony Name and Title of Officer (e.g., "Jane Doe, Nobery Public") Haliday
	Name(s) of Signer(s)
	personally known to me proved to me on the basis of satisfactor
	evidence
	to be the person(s) whose name(s) is/ar
	subscribed to the within instrument an
	acknowledged to me that he/she/they execute
	the same in his/her/their authorize capacity(ies), and that by his/her/the
	signature(s) on the instrument the person(s), of
	the entity upon behalf of which the person(s
	acted, executed the instrument.
<	WITNESS my hand and official seal.
	\
	Signature of Nolary Public
Though the information below is not required by law, it is	OPTIONAL may prove valuable to persons relying on the document and could prever attachment of this form to another document.
Description of Attached Document	
Title or Type of Document:	
Document Date:	Number of Pages:
Signer(s) Other Than Named Above:	
Capacity(ies) Claimed by Signer	
Signer's Name:	RIGHT THUMBPRIN
	OF SIGNER Top of thumb here
1 Individual	l '
∴ Individual Corporate Officer — Title(s):	
Individual Corporate Officer — Title(s): Partner — Limited General	
Corporate Officer — Title(s): Extra Partner — Claimited General Attorney-in-Fact	
Corporate Officer — Title(s): Partner — Limited General Attorney-in-Fact Trustee	
Corporate Officer — Title(s): Extra Partner — Claimited General Attorney-in-Fact	
Corporate Officer — Title(s): Partner — Limited General Attorney-in-Fact Trustee Guardian or Conservator Other:	

Case* CGB-CC-0074

GLOBAL MEDIA MARKETING, INC.

BALANCE SHEET For The 12 Months Ended 12/31/04

ASSETS

A	22612		
Current Assets			
Bank of America \$ Accounts Receivable Employee Advances Loan to Shareholder - Chris	20,472.14 500.00 1,250.00 237.92		
Total Current Assets Fixed Assets	\$	22,460.06	
Furniture & Fixtures Equipment Less Accum. Depreciation	400.00 87,491.14 -57,236.64		
Total Fixed Assets Other Assets		30,654.50	
Deposits - Rent	1,235.00		
Total Other Assets		1,235.00	
TOTAL ASSETS	-	\$	54,349.56
T.TAB ³	ILITIES and EQUI'	ΓY	
Current Liabilities			
F.I.C.A. Payable (Employee) \$ Fed. W-H Tax S.D.I. St. W-H Tax Simple I.R.A	1,063.72 987.20 164.07 250.44 145.00		
Total Current Liabilities Capital	\$	2,610.43	
Paid in Surplus Capital Stock Retained Earnings NET PROFIT or LOSS	52,070.78 100.00 53.44 -485.09		
Total Capital		51,739.13	
TOTAL LIABILITIES and EQUITY		\$	54,349.56

GLOBAL MEDIA MARKETING, INC.

STATEMENT OF PROFIT AND LOSS

	From 12/01 To 12/31		For The Year Ending 12/31,	/04
Income				
Sales	\$ 45,210.00	100.0% \$	718,562.86	100.0%
Total Income	45,210.00	100.0%	718,562.86	100.0%
Cost of Sales				
Media Cost Production Cost	43,095.00	95.3% 6.7%	366,004.93 67,771.07	50.9% 9.4%
Total Cost of Sales	46,145.00	102.1%	433,776.00	60.4%
GROSS PROFIT	-935.00	-1.9%	284,786.86	39.6%
Operating Expense				
Salary - Officers Wages & Salaries Outside Services Telephone Legal & Accounting Dues - Subscriptions Operating Supplies Payroll Taxes State Corp. Tax Licenses Depreciation Interest Laundry Office Supplies Postage Advertising Rent Auto & Truck Equipment Rental Bank Service Charge Out-of-Town Travel Meals & Entertainment Total Operating Expense	7,000.00 6,904.76 2,987.00 319.80 68.00 0.00 1,548.63 1,332.17 0.00 0.00 40,995.00 0.00 295.78 426.43 0.00 1,230.00 531.86 0.00 37.00 651.60 332.97	15.5% 15.6% 15.6% 15.6% 15.6% 10.4% 10.0% 10.0% 10.0% 10.0% 10.7% 10.7% 10.7% 10.7% 11.4% 143.0%	67,000.00 68,045.48 40,005.75 4,201.38 3,219.80 135.00 9,637.08 10,549.00 801.00 311.00 46,645.64 144.03 50.79 4,104.88 5,103.10 277.65 14,790.00 2,688.22 125.00 66.00 5,925.60 1,445.55	9.356888888888888888888888888888888888888
NET INCOME or <loss></loss>	\$ -65,596.00	-144.9%\$	-485.09	0.0%

	/01/04 to 12/31/04			Page 1
Acct No Dept	. Description	Date Chec Numb	k Current	Year to Date
====== Acct No	Description Bank of America C.R.J. REC. MEALS REC. SUPPLIES REC. ATM FEE REC. NOV P/R TAXES REC. DEC PAYROLL REC. SIMPLE IRA REC. P/R FEE KSTS VOID RICHMOND DEV CHRIS HOLIDAY RYAN BRENT WES SHANNON RES MAGAZINE CAPITAL ONE PITNEY BOWES MPOWER OVERNIGHT EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS T MOBILE KTNC DANNY ZEMANEK STEVE GARRY MIKE MORAN NAVARRO ENT. KWIE	Date Check Number 1231 1231 1231 1231 1231 1231 1231 123	Current Period 1. 54,378.48 45,210.00 -105.15 -28.01 -2.00 -3,739.19 -620.92 -2,475.26 -1,040.00 -68.00 -68.00 -7,230.00 -1,230.00 -4,811.84 -828.96 -558.85 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -1,450.91 -273.51 -28.95 -139.15 -124.22 -139.75 -481.13 -5,287.89 -139.15 -12,750.00 -2,000.00 -2,987.00 -2,000.00	Year to
	AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS	1220 142 1220 142 1220 142 1220 142 1220 142	4 -382.30 4 -35.75 4 -171.56	
	AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS AM EXPRESS	1220 142 1220 142 1220 142 1220 142 1220 142 1220 142	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	
	TUESDAYS GIRLS JESSIE HOLIDAY WES KONG RYAN BAXLEY BRENT	1222 142 1222 142 1222 142 1222 142 1222 142	-450.00 -250.00 -750.00 8 -250.00 -9 -250.00	
		TOTAL	-33,906.34	20,472.14

	2/01/04 to 12/31/04			Page 2
Acct No Dept	Description	Date Check Number	Current Period	Year to Date
1055	Accounts Receivable C.R.J. C.R.J.	BEGINNING BAL. 1231 1231 TOTALS	500.00 45,210.00 -45,210.00 0.00	500.00
1060	Employee Advances REC. DEC PAYROLL CHRIS HOLIDAY RYAN BRENT WES SHANNON WES KONG RYAN BAXLEY BRENT	BEGINNING BAL. 1231 1202 1406 1202 1407 1202 1408 1202 1409 1202 1410 1222 1427 1222 1428 1222 1429 TOTALS	0.00 -7,924.07 4,811.84 828.96 558.85 1,450.91 273.51 750.00 250.00 250.00 1,250.00	1,250.00
1061	Loan to Shareholder - Chri AM EXPRESS	BEGINNING BAL. 1220 1424 TOTALS	0.00 237.92 237.92	237.92
1101	Furniture & Fixtures	BEGINNING BAL. TOTALS	400.00 0.00	400.00
1110	Equipment AM EXPRESS AM EXPRESS	BEGINNING BAL. 1208 1416 1220 1424 TOTALS	80,236.23 5,287.89 1,967.02 7,254.91	87,491.14
1210	Less Accum. Depreciation REC. DEPRECIATION	BEGINNING BAL. 1231 TOTALS	-16,241.64 -40,995.00 -40,995.00	-57,236.64
1301	Deposits - Rent	BEGINNING BAL. TOTALS	1,235.00	1,235.00
2021	F.I.C.A. Payable (Employee REC. NOV P/R TAXES REC. DEC PAYROLL	BEGINNING BAL. 1231 1231 TOTALS	-1,217.36 1,217.36 -1,063.72 153.64	-1,063.72
2023	Fed. W-H Tax REC. NOV P/R TAXES REC. DEC PAYROLL	BEGINNING BAL. 1231 1231 TOTALS	-1,304.47 1,304.47 -987.20 317.27	-987.20
2031	S.D.I. REC. NOV P/R TAXES REC. DEC PAYROLL	BEGINNING BAL. 1231 1231 TOTALS	-187.76 187.76 -164.07 23.69	-164.07
2033	St. W-H Tax REC. NOV P/R TAXES	BEGINNING BAL. 1231	-318.35 318.35	

	2/01/04 to 12/31/04			Page 3
Acct No Dept	o. Description	Date Check Number	Current Period	Year to Date
2033	St. W-H Tax REC. DEC PAYROLL	(continued) 1231 TOTALS	-250.44 67.91	-250.44
2035	Simple I.R.A REC. DEC PAYROLL REC. SIMPLE IRA	BEGINNING BAL. 1231 1231 TOTALS	-145.00 -1,040.00 1,040.00 0.00	-145.00
3001	Paid in Surplus	BEGINNING BAL. TOTALS	-52,070.78 0.00	-52,070.78
3015	Capital Stock	BEGINNING BAL. TOTALS	-100.00 0.00	-100.00
3310	Retained Earnings	BEGINNING BAL. TOTALS	-53.44 0.00	-53.44
4010	Sales C.R.J.	BEGINNING BAL. 1231 TOTALS	-673,352.86 -45,210.00 -45,210.00	-718,562.86
4070	Media Cost KSTS VOID AM EXPRESS KTNC KWIE AM EXPRESS	BEGINNING BAL. 1202 1403 1202 1404 1208 1416 1215 1418 1220 1423 1220 1424 TOTALS	322,909.93 5,525.00 0.00 3,132.25 12,750.00 6,077.50 15,610.25 43,095.00	366,004.93
4075	Production Cost DANNY ZEMANEK MIKE MORAN NAVARRO ENT. TUESDAYS GIRLS JESSIE HOLIDAY	BEGINNING BAL. 1215 1419 1217 1421 1217 1422 1222 1425 1222 1426 TOTALS	64,721.07 2,000.00 250.00 100.00 450.00 250.00 3,050.00	67,771.07
5010	Salary - Officers REC. DEC PAYROLL	BEGINNING BAL. 1231 TOTALS	60,000.00 7,000.00 7,000.00	67,000.00
5015	Wages & Salaries REC. DEC PAYROLL	BEGINNING BAL. 1231 TOTALS	61,140.72 6,904.76 6,904.76	68,045.48
5020	Outside Services STEVE GARRY	BEGINNING BAL. 1217 1420 TOTALS	37,018.75 2,987.00 2,987.00	40,005.75
5070	Telephone MPOWER	BEGINNING BAL. 1208 1414	3,881.58 180.65	

	/01/04 to 12/31/04			Page 4
Acct No Dept	. Description	Date Check Number	Current Period	Year to Date
5070	Telephone T MOBILE	(continued) 1208 1417 TOTALS	139.15 319.80	4,201.38
5080	Legal & Accounting REC. P/R FEE	BEGINNING BAL. 1231 TOTALS	3,151.80 68.00 68.00	3,219.80
5090	Dues - Subscriptions	BEGINNING BAL. TOTALS	135.00 0.00	135.00
5120	Operating Supplies REC. SUPPLIES RES MAGAZINE CAPITAL ONE PITNEY BOWES AM EXPRESS AM EXPRESS	BEGINNING BAL. 1231 1208 1411 1208 1412 1208 1413 1208 1416 1220 1424 TOTALS	8,088.45 28.01 28.95 512.84 115.40 481.13 382.30 1,548.63	9,637.08
5150	Payroll Taxes REC. NOV P/R TAXES REC. NOV P/R TAXES	BEGINNING BAL. 1231 1231 TOTALS	9,216.83 1,217.36 114.81 1,332.17	10,549.00
5161	State Corp. Tax	BEGINNING BAL. TOTALS	801.00 0.00	801.00
5170	Licenses	BEGINNING BAL. TOTALS	311.00 0.00	311.00
5200	Depreciation REC. DEPRECIATION	BEGINNING BAL. 1231 TOTALS	5,650.64 40,995.00 40,995.00	46,645.64
5230	Interest	BEGINNING BAL. TOTALS	144.03 0.00	144.03
5240	Laundry	BEGINNING BAL. TOTALS	50.79 0.00	50.79
5350	Office Supplies AM EXPRESS AM EXPRESS	BEGINNING BAL. 1208 1416 1220 1424 TOTALS	3,809.10 124.22 171.56 295.78	4,104.88
5360	Postage OVERNIGHT EXPRESS AM EXPRESS AM EXPRESS	BEGINNING BAL. 1208 1415 1208 1416 1220 1424 TOTALS	4,676.67 288.72 101.96 35.75 426.43	5,103.10
5400	Advertising	BEGINNING BAL.	277.65	

GLOBAL MEDIA MARKETING, INC.

GENERAL LEDGER REPORT

	2/01/04 to 12/31/04			Page 5
Acct N Dep	lo. Description	Date Check Number	Current Period	Year to Date
5400	Advertising	(continued) TOTALS	0.00	277.65
5450	Rent RICHMOND DEV	BEGINNING BAL. 1202 1405 TOTALS	13,560.00 1,230.00 1,230.00	14,790.00
5520	Auto & Truck AM EXPRESS AM EXPRESS	BEGINNING BAL. 1208 1416 1220 1424 TOTALS	2,156.36 139.75 392.11 531.86	2,688.22
5525	Equipment Rental	BEGINNING BAL. TOTALS	125.00 0.00	125.00
5530	Bank Service Charge REC. ATM FEE AM EXPRESS	BEGINNING BAL. 1231 1220 1424 TOTALS	29.00 2.00 35.00 37.00	66.00
5550	Out-of-Town Travel AM EXPRESS	BEGINNING BAL. 1220 1424 TOTALS	5,274.00 651.60 651.60	5,925.60
5560	Meals & Entertainment REC. MEALS AM EXPRESS	BEGINNING BAL. 1231 1220 1424 TOTALS	1,112.58 105.15 227.82 332.97	1,445.55
			==	

0.00

From 12/01/04 to 12/31/04 A.J.E. ________ Check Debit Debit Credit Credit
Number Account Amount Account Amount Date Description 123104 REC. DEPRECIATION 5200 40,995.00 _____ 40,995.00 1210 40,995.00 40,995.00 123104 REC. MEALS 5560 105.15 105.15 105.15 1010 105.15 123104 REC. SUPPLIES 5120 28.01 28.01 28.01 1010 _____ 28.01 123104 REC. ATM FEE 5530 2.00 2.00 1010 2.00 2.00 123104 REC. NOV P/R TAXES 2023 1,304.47 2021 1,217.36 5150 1,217.36 2033 318.35 2031 187.76 114.81 5150 _____ 4,360.11 1010 3,739.19 620.92 1010 4,360.11 123104 REC. DEC PAYROLL 5010 7,000.00 6,904.76 5015 13,904.76 987.20 2023 2021 2033 1,063.72 250.44 2031 164.07 7,924.07 1060 2035 1,040.00 1010 2,475.26

A.J.E.				From	12/01/04	to 12/31/04
Date	Description	Check Number	Debit Account	Debit Amount	Credit Account	Credit Amount
123104 R	REC. SIMPLE IRA					13,904.76
			2035	1,040.00		
				1,040.00		
					1010	1,040.00
						1,040.00
123104 R	REC. P/R FEE		5080	68.00		
				68.00		
					1010	68.00
						68.00
				60,503.03		60,503.03
				00,505.05		30,303.03

90,420.00 90,420.00

C.R.J.				From	12/01/04	to 12/31/04
Date	Description	Check Number	Debit Account	Debit Amount	Credit Account	Credit Amount
123104 C	.R.J.		1010 1055	45,210.00 45,210.00		
				90,420.00	1055 4010	45,210.00 45,210.00
						90,420.00



4100 W. Burbank Blvd 3rd Floor Burbank CA 91505

(818) 848-6500 FAX: (818) 450-0516

ТМ

CONFIDENTIAL PROPOSAL

TRANSCRIPTION & CAPTION SERVICES

GLOBAL MEDIA

TRANSCRIPTION:

• FIELD TAPES/ RAW FOOTAGE CONTENT

Verbatim Time-code transcripts

Per 30 minutes of content Transcripts with B-Roll log \$70.00 per half hour \$80.00 per half hour

• CLOSED CAPTIONING

Standard 2-3 line Roll-Up (Pop-On) captions

\$185.00 per 30 minutes \$195.00 per 30 minutes (Includes Electronic Delivery of Scripts & cc files on disk)

DBC (4:3) MASTERS going to 1-DBC (4:3) w/Closed Captioning each

ADDITIONAL CHARGES:

Closed Caption Encoding and Conversions

\$120.00 / 34 minutes \$230.00 / 64 minutes

TOTAL COST: Digibata Masters

\$305.00 per 30-minute episode \$600.00 per 60-minute episode

Additional Chargers

Additional Rush Fees:

Surcharge 100% of closed caption rate

Applied only to Closed Caption Programs 30 minutes or less Delivery with in 24 to 48 hours upon receipt of tapes.

ADDITIONAL DUBS

Quantity:	30:00	60:00
Beta- SP	42.25	56.50
1 –10		
Digibeta	58.50	75.50
1-10		
VHS		
1	\$14.00	18.80
2-4	\$11.60	\$13.40
5-19	\$9.40	\$11.80
20-49	\$5.40	\$6.20
50-99	\$3.80	\$4.60

• REAL-TIME CAPTIONING

Closed Caption Service for Broadcast – Real-time \$125.00 per hour Includes: News, Sports, Kids and Telethons

Segment Cut-in

\$ 70.00 per each Segments 30 minute or less

OTHER AVAILIBLE SERVICES:

- Language Translation of transcripts
- Subtitles
- CD and DVD media duplication
- FTP site and digital file transfer for media content

PAYMENT TERMS

NET 30 DAYS UPON RECEIPT OF INOVICE.

TERMS AND CONDITIONS:

Prices effective through December 31, 2006

Roni Hall Sales Consultant **People Support The Transcription Company** rhall@transcripts.net 818-848-6500 x111